

BRAND + LOGO GUIDE



LOGO DESIGN

All American Coatings Show and Conference logos are composed of the graphic symbol and wordmark. The pairing of these elements form the American Coatings Show, American Coatings Conference, and the combined American Coatings Show and Conference logos.



Use for Show materials only



Use for Conference materials only



LOGO CONCEPT

The logo illustrates a strong, bold presence vibrant in color and clean sharp lines.



TYPEFACES

American Coatings: **Avenir Next Bold** (ALL CAPS)

Show + Conference: **Avenir Next Heavy** (ALL CAPS)

COLOR PALETTE (HEX #)

F15729

3F55A4

3F55A4

25265D

E40D76

32EA7DF

C4FD00

LOGO VARIATIONS

While use of the logos on white is preferable, in situations where a full color display conflicts with the design color scheme, the wordmark may appear in the dark purple branding color (HEX #25265D).

For best results the full color version should only be used on white backgrounds or lighter backgrounds. The full color version is usually reserved for letterhead, envelopes, and paperwork pertaining to the show/conference.

In addition, the entire logo or just the wordmark can be featured reversed out white over a background color. The reversed out version is used mostly for ads, promo, signage and digital spaces.

Full Color Examples



Reversed Out Example



LOGO GRAPHIC ELEMENT

The global color burst image framed within the circle represents the global impact of the coatings industry and is the main, supplemental graphic element for the ACS and ACC branding. It can be used in a variety of ways – illustrated in portions within the “paint blob” graphic.

The global color burst should be used with one of the background images (below). The designer can position the ACS and ACC logos or text on top of the color burst image in multiple ways in coordination with the “paint blob” graphic element.

Global Color Burst 1



Global Color Burst 2



Left Paint Blob



Right Paint Blob



Backgrounds



LAYOUT EXAMPLES

Below, are a few examples of how the global color burst can be featured in various ways with ACS logo and text.



LOGO MISUSE + ALTERATIONS

The identity elements should always be used in the configurations outlined in this guide and should not be combined with other fonts and elements. Below are examples of **improper uses** of the ACS and ACC logo.



Do not re-create the logo with any other typeface.



Do not distort, squeeze, or stretch the signature elements.



Do not outline the symbol.



Do not alter or rearrange the colors when using the full color logo.

For questions, contact ACA's graphic design team:

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